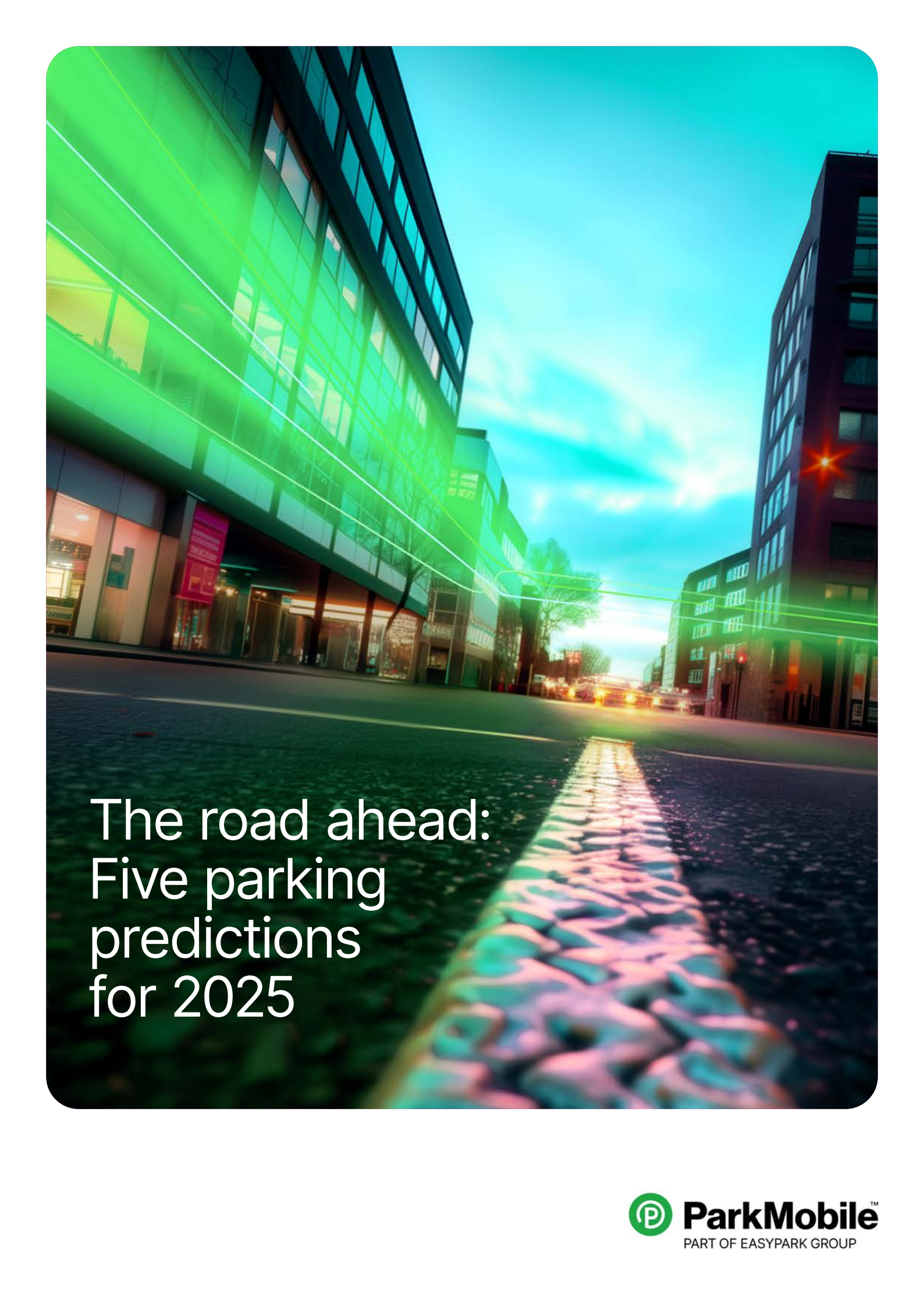
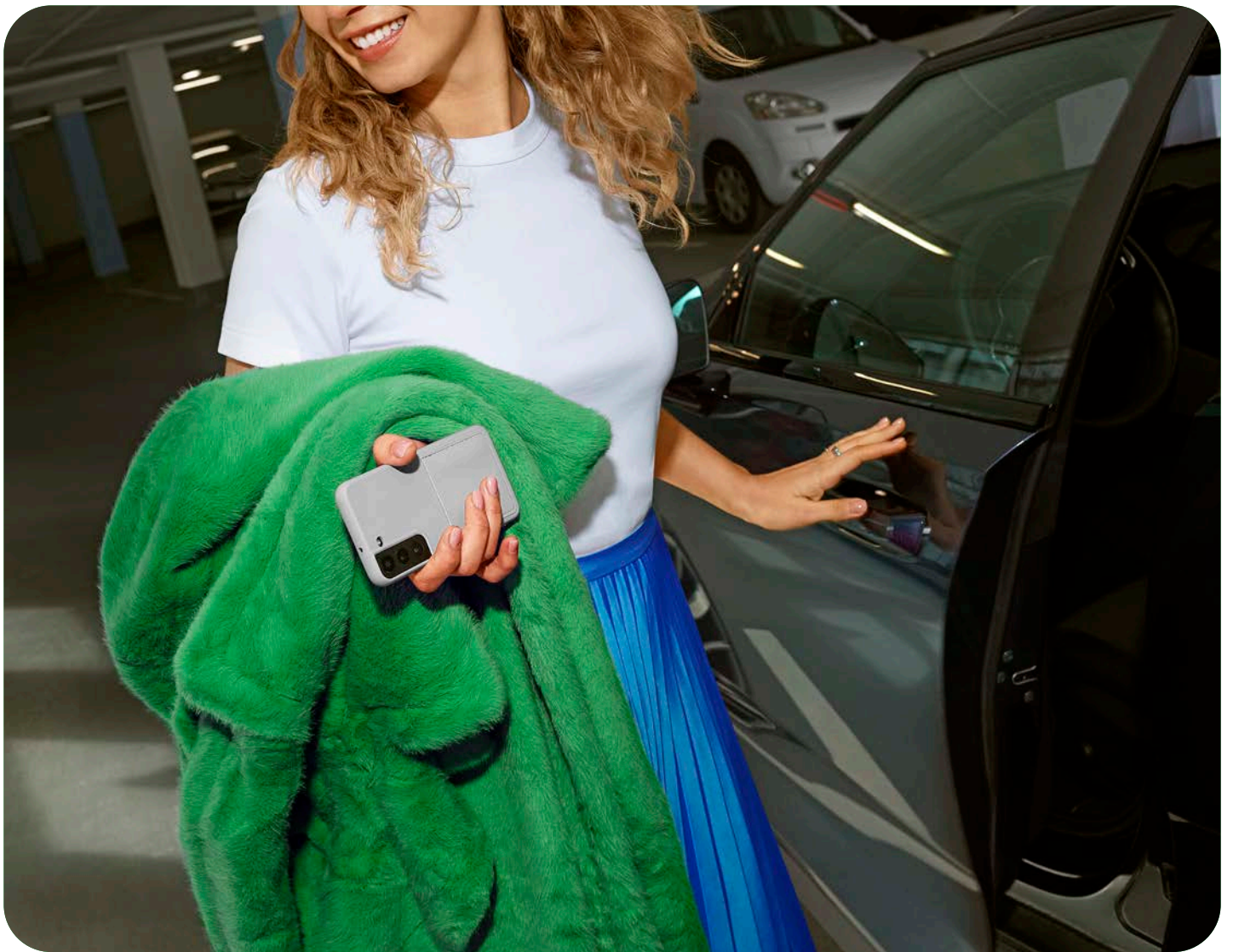




The road ahead: Five parking predictions for 2025



Parking in North America is evolving, and it's all thanks to technology

From more strategic partnerships and greater collaboration to embracing the innovations of a digital world, the parking industry is on course for significant change in 2025. Cities and streets are evolving, and the ambition for urban mobility to become more digital is putting a big emphasis on technological integration and data.

In 2025, we predict that the biggest changes to parking in North America will all link back to tech. How can parking data help influence transport policy? How can smart vehicles and new business models offer more user choice and mobility infrastructure that flows better? From outer-city transportation to EVs, here are five predictions for the year ahead.



Greater consumer choice and convenience

The Open Market, strategic partnerships, and innovative digital solutions will transform the parking ecosystem and improve the customer experience.

In 2025, more locations across the U.S. are likely to introduce an Open Market, which enables multiple parking apps to operate alongside each other, encouraging competition and innovation. This pioneering model—already operating successfully in Asbury Park, New Jersey—allows drivers to use their preferred app wherever they park, providing greater choice, flexibility, and convenience. At the same time, cities benefit from lower implementation and operating costs and greater resilience.

Major concerts, like Taylor Swift's Eras Tour, and large-scale sporting events have demonstrated huge demand for in-person entertainment and associated pressure on parking. As venues seek to improve the customer experience, pre-booking a spot will become increasingly popular.

Over the next year, app-based payment options will continue to operate alongside parking payment kiosks, rather than replace them. This hybrid solution helps support a wider number of drivers (including less tech-savvy individuals and those who are unbanked or underbanked) while still providing a central location for cities or operators to manage their spaces.

Looking ahead, strategic partnerships are likely to transform the parking ecosystem and deliver superior customer experiences. For example, ParkMobile and Flash Parking are sharing parking reservation inventory and infrastructure, and collaborating on expanding digital payment choice at thousands of parking locations across North America.

In 2025, we anticipate increased demand from drivers to only pay for the time they park. Technology is evolving to facilitate this via apps (using start/stop functionality) and through computer vision systems, such as license plate recognition (LPR).



Modernizing infrastructure policy to make cities more livable



U.S. cities are removing parking requirements and introducing policies like daylighting to prioritize pedestrians and public transportation over cars.

For many years, U.S. cities have required buildings to be constructed with a minimum number of parking spaces per occupant/visitor to facilitate car travel. However, parking reform in states like Colorado is starting to remove these requirements to meet the needs of expanding housing density and affordability, particularly in congested city centers near transit options.

Meanwhile, policies are being introduced to improve pedestrian safety, utilizing techniques like daylighting (banning parking near crosswalks and intersections to increase pedestrian visibility to drivers). In San Francisco this practice will remove 5% or 14,000 of all parking spots in the city when it goes into effect, and planning will be required to address the impact of removing these spaces in busy downtown areas.

Since the COVID-19 pandemic, many drivers have moved into suburban and exurban areas. As businesses continue to recall workers to downtown offices, cities are reviewing in-city versus outer-city transportation needs, and parking is a major consideration. The way that drivers experience cities and utilize space is changing, with lower frequency/greater duration parking events.

2

Growth of EV adoption and smart vehicles

The transition to electric mobility will continue, but it may slow if the upcoming administration removes financial support and transition mandates on EVs.

In 2025, the development of EV infrastructure will be essential for supporting the growing adoption of EVs, particularly in urban areas for shorter, more frequent trips. The expansion of charging stations will help address range anxiety and ensure that city drivers have access to convenient and reliable charging options.

There will be a strong focus on installing fast chargers in strategic locations, such as retail areas and highways, to shift driver demand to different locations within cities as part of a coordinated mobility and economic plan.

We anticipate that an increasing number of urban fleets, including delivery services, will transition to EVs and smart vehicles for cost savings and environmental benefits.

However, there is continued disarray of national EV policy, and this looks unlikely to change in the coming year. The new administration is expected to remove financial support and transition mandates on EVs, which have helped to lead adoption. Although state governments like California have proposed enhanced state incentives and mandates to continue pushing for EV transition, other state governments may take a less progressive path.



3

Increased mobility options for optimized cities



Achieving the “15-minute city” and integrating micro-mobility options with on-demand ride-sharing services will contribute to cities’ sustainability goals.

In 2025, the concept of integrated mobility will become increasingly important as citizens continue to demand seamless access to transport—including cars, buses, trains, and bikes—regardless of where they live. This aligns with the concept of the “15-minute city,” where all essential services and amenities are accessible within a 15-minute walk, cycle, or public transportation ride.

Many cities are seeking to improve public transit access through buses and rail with streamlined road flows to enable more space for bike routes and alternative modes of travel. This strategy will help them to enhance the quality of life for residents and reduce reliance on private vehicles.

Over the coming year, cities will increasingly integrate micro-mobility options, like e-scooters and bikes, and on-demand ride-sharing services for last-mile connectivity. This is one of the fastest and most cost-effective ways for cities to make their transportation more sustainable.

There will also be a focus on reducing single-driving commuters to cities, regardless of electric or ICE transportation methods, and efforts to minimize car dependence by promoting downtown walkability and dining options and supporting alternative transportation.



Enhanced data insights will enable more efficient parking solutions

By leveraging real-time data and embracing the Open Market for parking, cities can address the challenges of urban mobility.

During the next 12 months, the use of real-time data will continue to revolutionize urban parking management. By aligning parking supply with local demand, cities can reduce congestion and optimize resources. In some cities, real-time data is already utilized to monitor parking availability, predict demand, and adjust pricing dynamically. This approach not only improves the efficiency of parking systems but also enhances the overall mobility experience.

As the Open Market model expands across the U.S., more cities will have access to a single source of rich parking data. These insights can help inform strategic decision-making on parking infrastructure, traffic management, urban development, and more.

The continued integration of advanced digital technologies and real-time data will also provide greater municipal visibility into seasonal revenue drivers, such as tourism to beach regions, which are highly variable and have previously been difficult to estimate accurately.



The future looks bright

In 2025, we will see a shift in standardizing the parking experience, as well as higher EV adoption in urban areas and a greater focus on modernizing infrastructure policy to create smarter, more livable cities.

The continued evolution of digital payment options will be driven by the Open Market for parking. More cities will adopt this pioneering model to offer more choice and convenience to drivers and access vital data statistics to inform decisions on parking infrastructure, traffic management, and mobility policies.

Throughout 2025, ParkMobile will continue to provide drivers and cities with seamless parking solutions that enable more sustainable urban environments.



Making cities more livable

ParkMobile is the leading provider of smart parking and mobility solutions in North America, with a presence in thousands of locations, including eight of the top 10 cities. We help drivers to quickly find and pay for parking via a mobile device and reserve spots ahead of time.

For more information, visit: parkmobile.io

